

## County of Los Angeles Fiscal Year 2011-12 Summary of Stormwater Education Activities

The County of Los Angeles Department of Public Works (LACDPW) continued to inform residents about proper disposal of waste and the importance of watershed protection through a multifaceted outreach approach that involved media partnerships, coordination with copermittees, Countywide media campaigns, media relations, K-12 grade environmental education programs, community events, and maintenance of the County's hotline and website. Significant program accomplishments for Fiscal Year 2011-12 included:

### Countywide Stormwater/Urban Runoff Public Education Program

- Convened an NPDES Advisory Committee meeting on December 1, 2010, to review the status of the Countywide public education program in compliance with Permit requirements.
- Provided information about the County's pollution prevention programs through the 1(888)CLEAN LA hotline and [www.CleanLA.com](http://www.CleanLA.com) website, including how to report clogged catch basins and illegal dumping, definitions and examples of Household Hazardous Waste (HHW) and Electronic Waste (E-Waste), HHW and E-Waste collection event schedules, and locations for proper RV sewage waste disposal. As of May 1, 2011, the hotline was transferred to EPD.
- Coordinated and hosted four quarterly public education copermittee meetings in July and October 2011, and January and April 2012. Two of the quarterly meetings in this reporting period were offered as both webcasts and in-person meetings to copermittees.
- Achieved over 17 million impressions through paid media buys.
- Coordinated a cigarette butt pollution prevention billboard campaign.
- Coordinated radio media buys with KXOS-FM (Spanish) and KAMP-FM (English) to broadcast the *Don't Trash California* radio ad.
- Coordinated a transit T.V. media buy to broadcast the *Don't Trash California* T.V. ad in English and Spanish in Metro buses.
- Coordinated a professional basketball media campaign KFWB radio station targeting males between the ages of 18-34 and the general public between the ages of 18-54.
- Circulated the copermittee customer service survey to copermittees and received an above average rating of customer service by LACDPW staff.
- LACDPW circulated one press release to the press during this reporting period.
- LACDPW cosponsored the 2011 Coastal Cleanup Day in partnership with Heal the Bay.

### Used Motor Oil and Used Oil Filter Recycling and Public Education

- Managed used motor oil block grants (15th cycle) and the Used Oil Payment Program (OPP Cycle1) funded by the California Department of Resources Recycling and Recovery (CalRecycle).
- Collected 6,750 used oil filters at eight selected O'Reilly stores participating in the County's used oil filter collection program.

- Conducted a media campaign targeting the general population, Hispanic and Chinese ethnic groups to motivate them to participate at a used oil collection event, CCC, or a County sponsored HHW/E-Waste collection event.
- The 15th Cycle Block Grant and OPP1 Cycle 1 media campaigns achieved 9,078,000 non-paid media impressions.
- The OPP Cycle 1 media campaign achieved 4,092,970 paid media impressions.
- Held one used motor oil collection event in the unincorporated County community of Lennox. A total of 325 gallons of used motor oil and 100 used oil filters were collected from 98 Do-It-Yourselfers (DIYers). An additional 50 gallons of contaminated used motor oil was collected at the Lennox event.
- Held two filter exchange events at CCCs in the unincorporated County communities of Hacienda Heights and Rowland Heights. A total of 360 gallons of used motor oil and 100 oil filters were collected from 140 DIYers.

Environmental Defenders Program (K-6 grade)

- The revised Request for Proposals was issued in May 2012. Proposals were evaluated by the committee in June 2012. The anticipated approval date of the new contract is expected to occur in the winter of 2013.

Generation Earth (7-12 grades)

- The program worked with 35 educators, teaching over 3,200 students at 22 schools potentially impacting 29,000 students.
- In FY 2011-12, students participated in 34 service learning projects conducted at 14 schools potentially impacting 24,000 students.
- The program was acknowledged by the County of Los Angeles Board of Supervisors in the County category with a Green Leadership Award that recognizes outstanding community, energy conservation, and environmental efforts.